

<<全新版大学英语>>

图书基本信息

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内容概要

本书秉承首版教材的优良传统，继承兼收并蓄的折中主义教学理念，参照《大学英语课程教学要求》修订，更加贴近教学实际，更有效提升学习者语言综合应用能力，更好满足新时期人才培养需要。为帮助学生更全面地掌握教材内容，及时强化所学知识，上海外语教育出版社同时组织了对原配套教辅《一课一练》的修订，配合修订后的《综合教程》使用。

本套《一课一练》围绕教材中要求掌握的语言点设计与编写，帮助学生复习、消化刚学过的内容，从而达到熟练应用的目的。

书中练习题型与大学英语四、六级考试新题型类似，帮助学生提前了解并适应四、六级考试；并强化了听力、翻译等专项内容。

全书共有10套练习题，其中8套为单元练习，2套为阶段测试。

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书籍目录

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章节摘录

We are all members of different clubs. Our family is a club, our church is a club, our place of employment is even a club. In some sense we “belong” to each of these clubs by choice—we choose whom to marry, where to worship, and where to work because we identify with the people in them in some form or fashion. I was on the East Coast recently and saw a tourist sporting a sweatshirt from my high school across the country. I quite naturally struck up a conversation with her, as we were part of the same club. Auto brands generate a great sense of belonging. Ever spoken to a BMW enthusiast about his loyalty to the brand? It's powerful. Saturn and Volkswagen are two other automakers that have historically done a good job of creating a sense of belonging around their brands. What drives this sense of belonging? Arguably the most important factor in branding: relevance. Brands that generate the strongest sense of tribal identity are so relevant to the wants and needs of their customers that they generate a natural gravitational pull. This is what customer loyalty programs attempt to generate, but you can't buy a sense of belonging. It's like offering to take someone to the movies if they purchase your ticket. Companionship, yes, but friendship? Hardly. Which leads to characteristic No. 2. Friendship “The only way to have a friend is to be one.” The great brands understand this. Starbucks, for example, for many people, their morning appointment with Starbucks is like visiting with a trusted old friend—familiar and comfortable.

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